



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 325589

Schedule Dates

08/07/12-08/13/12

Advertiser

Pol/R Casey/R/US Senate (16759)

Agency

Shorr & Associates (2909)

Product

Political - Federal Candidate (1067)

Brand

POL/R CASEY/D/SEN/PA (134170)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

D'ETTORRE, MICHAEL

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

CASEY 4 SENATE 8/7

***** THIS IS A CASH IN ADVANCE SCHEDULE ***** BOB CASEY JR. FOR SENATE

08/06/12

08/06/12

Jennifer Stewart

Yes

06264414

Normal

Package Deal

Commission %

15.00

Commission

\$4,972.50

Net Total

\$28,177.50

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Aug. 2012

Grand Total:

27

\$33,150.00

\$33,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/13/12-08/13/12	5	:30	7A- Today Show	2								2	\$500.00	\$1,000.00	Pittsburgh (WPXI)	TODAY 7-9A/1	8/6/12
2.0	Normal Line / Spot	08/07/12-08/10/12	6	:30	6A- 9A (EST)			3	3	3	3			12	\$600.00	\$7,200.00	Pittsburgh (WPXI)	NEWS-TODAY 6A-9A/2	8/6/12
3.0	Normal Line / Spot	08/07/12-08/10/12	5	:30	6:59P- Jeopardy			1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	JEOP 7P/3	8/6/12
4.0	Normal Line / Spot	08/13/12-08/13/12	5	:30	6:59P- Jeopardy	1								1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	JEOP 7-730P/4	8/6/12
5.0	Normal Line / Spot	08/07/12-08/10/12	5	:30	7:30P- WHEEL OF FORTUNE	2		X	X	X	X			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	WHEEL 730P/5	8/6/12
6.0	Normal Line / Spot	08/13/12-08/13/12	5	:30	7:30P- WHEEL OF FORTUNE	1								1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	WHEEL 730P/6	8/6/12
7.0	Normal Line / Sports-Olympics	08/09/12-08/09/12	5	:30	7:57P- 2012 Olympic Summer Games - Primetime					1				1	\$9,000.00	\$9,000.00	Pittsburgh (WPXI)	OLY PRIME 8P-12A/7	8/6/12
8.0	Normal Line / Sports-Olympics	08/11/12-08/11/12	5	:30	10A- 2012 Olympic Summer Games - Daytime						2			2	\$1,800.00	\$3,600.00	Pittsburgh (WPXI)	OLY 5A-6P/8	8/6/12
9.0	Normal Line / Sports-Olympics	08/12/12-08/12/12	5	:30	6A- 2012 Olympic Summer Games - Daytime							2		2	\$1,800.00	\$3,600.00	Pittsburgh (WPXI)	OLY 5A-6P/8	8/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.